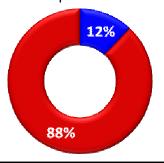
- Two types of language regarding spectrum are particularly persuasive:
 - Forward-looking terms such as growth, innovators, leader and evolve
 - Collaborative language (We're all in this together) such as everyone, consumers, treated, fairly



Word cloud shows language most commonly highlighted as persuasive from messages

Americans don't know a lot about Spectrum, but when they do, they think the issue is relevant to them

Only 12% of the Population has heard or read anything regarding a debate over wireless spectrum airwaves

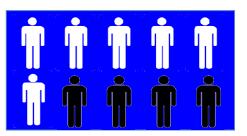


5 in 10 Americans agree say it's relevant to them personally



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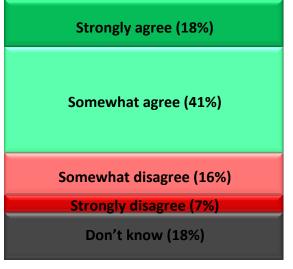
4 in 10 Americans agree that this issue affects their day-to-day life



Americans want more spectrum to be available to the wireless industry because it benefits them

How much do you agree with the following statement:
"More spectrum should be available to wireless companies."?





They expect the FCC to take action

Do you support or oppose action to give companies greater access to the wireless spectrum?



54% support FCC action

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